

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

~~Claims 1-46.~~ *cancelled*

47. *(Previously Added)* A method comprising:

determining a target audience of one or more users of devices coupled to a network,
wherein the target audience is determined based on one or more preferences of the users stored in
the respective users' devices; and

B1 providing a coupon to the target audience determined, wherein each coupon may be used
a predetermined number of times, wherein providing a coupon to the target audience further
comprises:

determining a subset of users of the network based on a preference profile;

delivering one or more coupons to the subset of users; and

monitoring redemption of the one or more coupons such that each coupon may be used a
predetermined number of times.

48. *(Previously Added)* The method of claim 47, wherein determining a target audience further comprises:

monitoring network usage by the users;

determining a preference profile for respective users, wherein the preference profile is based on network usage by the respective users; and

selecting a subset of users of the network based on the preference profile.

B1 49. *(Previously Added)* The method of claim 47, wherein determining a target audience further comprises:

determining a preference profile for respective users, wherein the preference profile is based on revealed preferences of the respective users; and

selecting a subset of users of the network based on the preference profile.

50. *(Previously Added)* The method of claim 47, wherein monitoring redemption of the one or more coupons further comprises:

maintaining a coupon database that stores information related to coupons that have been distributed; and

checking the coupon database to determine whether a particular coupon is valid.

51. *(Previously Added)* The method of claim 47, wherein monitoring redemption the one or more coupons further comprises serializing the coupons such that each coupon may be redeemed once.

52. *(Previously Added)* An apparatus for providing coupons to a device coupled to a network comprising:

means for determining a target audience of one or more users of devices coupled to the network, wherein the target audience is determined based on one or more preferences of respective users stored in the respective client devices; and

means for providing a coupon to the target audience, wherein each coupon may be used a predetermined number of times, wherein means for providing a coupon to the target audience further comprises:

means for determining a subset of users of the network based on a preference profile;

means for delivering one or more coupons to the subset of users; and

means for monitoring redemption of the one or more coupons such that each coupon may be used a predetermined number of times.

53. *(Previously Added)* The apparatus of claim 52, wherein means for determining a target audience further comprises:

means for monitoring network usage of users;

means for determining a preference profile for respective users, wherein the preference profile is based on network usage by the respective users and is stored in respective user client devices; and

means for selecting a subset of users of the network based on the preference profile.

B1
54. *(Previously Added)* The apparatus of claim 52, wherein means for determining a target audience further comprises:

means for determining a preference profile for respective users, wherein the preference profile is based on revealed preferences of the respective users; and

means for selecting a subset of users of the network based on the preference profile.

55. *(Previously Added)* The apparatus of claim 52, wherein means for monitoring redemption of the one or more coupons further comprises:

means for maintaining a coupon database that stores information related to coupons that have been distributed; and

means for checking the coupon database to determine whether a particular coupon is valid.

56. *(Previously Added)* The apparatus of claim 52, wherein means for monitoring the one or more coupons further comprises means for serializing the coupons such that each coupon may be redeemed once.

57. *(Previously Added)* A machine readable medium having stored thereon sequences of instructions that, when executed by one or more processors, cause an electronic device to:

B1
determine a target audience of one or more users of devices coupled to the network,
wherein the target audience is determined based on one or more preferences of respective users stored in the respective client devices; and

provide a coupon to the target audience, wherein each coupon may be used a predetermined number of times, wherein the sequences of instructions that cause the electronic device to provide a coupon to the target audience further comprises sequences of instructions that, when executed, cause the electronic device to:

determine a subset of users of the network based on a preference profile;
deliver one or more coupons to the subset of users; and
monitor redemption of the one or more coupons such that each coupon may be used a predetermined number of times.

58. *(Previously Added)* The machine readable medium of claim 57, wherein the sequences of instructions that cause the electronic device to determine a target audience further comprises sequences of instructions that, when executed, cause the electronic device to:

monitor network usage of users;

determine a preference profile for respective users, wherein the preference profile is based on network usage by the respective users; and

select a subset of users of the network based on the preference profile.

B¹
59. *(Previously Added)* The machine readable medium of claim 57, wherein the sequences of instructions that cause the electronic device to determine a target audience further comprises sequences of instructions that, when executed, cause the electronic device to:

determine a preference profile for respective users, wherein the preference profile is based on revealed preferences of the respective users; and

select a subset of users of the network based on the preference profile.

60. *(Previously Added)* The machine readable medium of claim 57, wherein the sequences of instructions that cause the electronic device to monitor redemption of the one or more coupons further comprises sequences of instructions that, when executed, cause the electronic device to:

maintain a coupon database that stores information related to coupons that have been distributed; and

check the coupon database to determine whether a particular coupon is valid.

61. (New) A method comprising:

B² determining a target audience of one or more users of devices coupled to a network,
wherein the target audience is determined based on one or more preferences of the users stored in
the respective users' devices; and

providing a coupon to the target audience determined, wherein providing a coupon to the
target audience further comprises:

determining a subset of users of the network based on a preference profile;

delivering one or more coupons to the subset of users; and

monitoring redemption of the one or more coupons to prevent fraud.
